



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Albert Balagso

**SUBJECT:** ANTI-LITTER PROGRAM

**DATE:** May 22, 2008

Approved

Date

5-23-08

## **BACKGROUND**

At the Neighborhood Services CSA Operating Budget Study Session on May 9, 2008, Councilmember Campos requested performance data for the Anti-Litter Program. The purpose of this memorandum is to provide the requested information.

## **Performance Data**

The following table provides a summary of the litter bag collection totals for this year (as of April 30, 2008) and last year. In order to accurately compare the two years, none of the data in the chart includes statistics from any of the Santa Clara County programs (e.g. Santa Clara Valley Water District Adopt-A-Creek, Santa Clara County Roads & Airports, Santa Clara County Graffiti and Litter Abatement - GALA), Valley Transportation Authority, and CalTrans. The statistics from the County are provided on an annual basis and will be reported at the end of the fiscal year.

<b>Litter Bags Picked Up By:</b>	<b>2006-2007</b>	<b>2007-2008<sup>1</sup></b>
Juvenile Offenders Referral Program	2,451	1,391
One-day group events	956	1,759
Pick-Up San José organizations and volunteers	1,162	1,134
Total	4,569	4,284

## **Performance Highlights**

### Juvenile Offenders Referral Program

As the chart indicates, the number of bags collected through the Juvenile Offenders Referral Program is lower compared to the previous year. This is due to the gap in time when youth were not being referred to the City by the County. It should also be noted that a number of juveniles were diverted to graffiti abatement efforts in an effort to respond more effectively to the

<sup>1</sup> Data for 2007-2008 is as of April 30, 2008

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significant increase in tagging that the City has been experiencing. With the recent collaborations between the City of San Jose and the County of Santa Clara to reinstate the Juvenile Offenders Referral Program and the referral of wards of the Court, it is anticipated that these figures will improve and it is anticipated that the year-end results will be similar to 2006-2007.

One-Day Group Events

There has been an 84% increase in the total bags of litter picked up as part of one-day group pick-up special events. This significant increase is due, in part, to the following factors:

- Coordination, collaboration, and outreach by Council offices and their respective staff resulted in the participation of approximately 1,000 volunteers in the annual Great American Litter Pick-Up event that was held on April 12, 2008.
- Two special clean up events sponsored by the Litter Technical Advisory Committee (Alviso Shines! and Coyote Creek Clean-Up).
- Increased volunteer outreach creating greater awareness and volunteerism.

Pick-Up San José

Pick-Up San José is the City's on-going litter volunteer program. As of April 30, there were approximately 3,300 volunteers. In reviewing the statistics for this component, the numbers appear to be trending upward. With one quarter remaining, the number of bags picked up this year is already at 97% of last year's total.



ALBERT BALAGSO

Director

Department of Parks, Recreation  
and Neighborhood Services